

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE ☒ STATE/LOCAL CANDIDATE

To Avail Themselves of the Lowest Unit Charge During a Political Window, Federal Candidates Must Sign Candidate Certification below.

Station and Location:

WPAL - Raleigh

Date:

Oct. 16
2012

I, Bob Rosser / Impact Strategies

being/on behalf of: Dr. Jim Fulghum, a legally

qualified candidate of the Republican political

party for the office of: NC House district 49

in the general

election to be held on: Nov. 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<div style="font-size: 2em; transform: rotate(-15deg);">Schedule Provided</div>					

Total Charges: \$ 14,577.50 (net)

For programming that "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the check for the above described broadcast time has been furnished by:

Impact Strategies

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

Name, address and phone number of contact person for candidate or candidate's authorized

committee PLUS name of treasurer (if different): _____

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To be Signed by Candidate or Authorized Committee

10-16-12 Agent/Whit Reson - Impact Strategies
Date Signature

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

Maria Bell MARIA BELL Sales Mktg Director
Signature Printed Name Title

CONTRACT



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

And:

Impact Strategies
3901 Barrett Drive
Suite 202
Raleigh, NC 27609

<u>Contract / Revision</u> 119468 /		<u>Alt Order #</u>
<u>Product</u> POL - Republican		
<u>Contract Dates</u> 10/17/12 - 11/04/12	<u>Estimate #</u>	
<u>Advertiser</u> Dr. Jim Fulghum for NC House		<u>Original Date / Revision</u> 10/16/12 / 10/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Marian Bell	<u>Sales Office</u> WRAL Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	10/17/12	11/04/12	CBS This Morning	7am - 9am		:30			NM	10	\$6,650.00
Class 3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--111--				3	\$665.00			
Week:		10/22/12	10/28/12	11111--				5	\$665.00			
Week:		10/29/12	11/04/12	11-----				2	\$665.00			
N 2	WRAL	10/17/12	11/04/12	CBS Sunday Morning	9-1030a		:30			NM	2	\$1,600.00
Class 2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$800.00			
Week:		10/22/12	10/28/12	-----S				1	\$800.00			
Week:		10/29/12	11/04/12	-----S				0	\$800.00			
N 3	WRAL	10/17/12	11/04/12	6pm News (M-F)	6-630p		:30			NM	4	\$8,900.00
Class 3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--T---				1	\$2,225.00			
Week:		10/22/12	10/28/12	-T-T---				2	\$2,225.00			
Week:		10/29/12	11/04/12	-T-----				1	\$2,225.00			
Totals											16	\$17,150.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	13	\$13,595.00	\$11,555.75
10/29/12 - 10/30/12	3	\$3,555.00	\$3,021.75
Totals	16	\$17,150.00	\$14,577.50

Signature:

Date:

10-16-12

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.